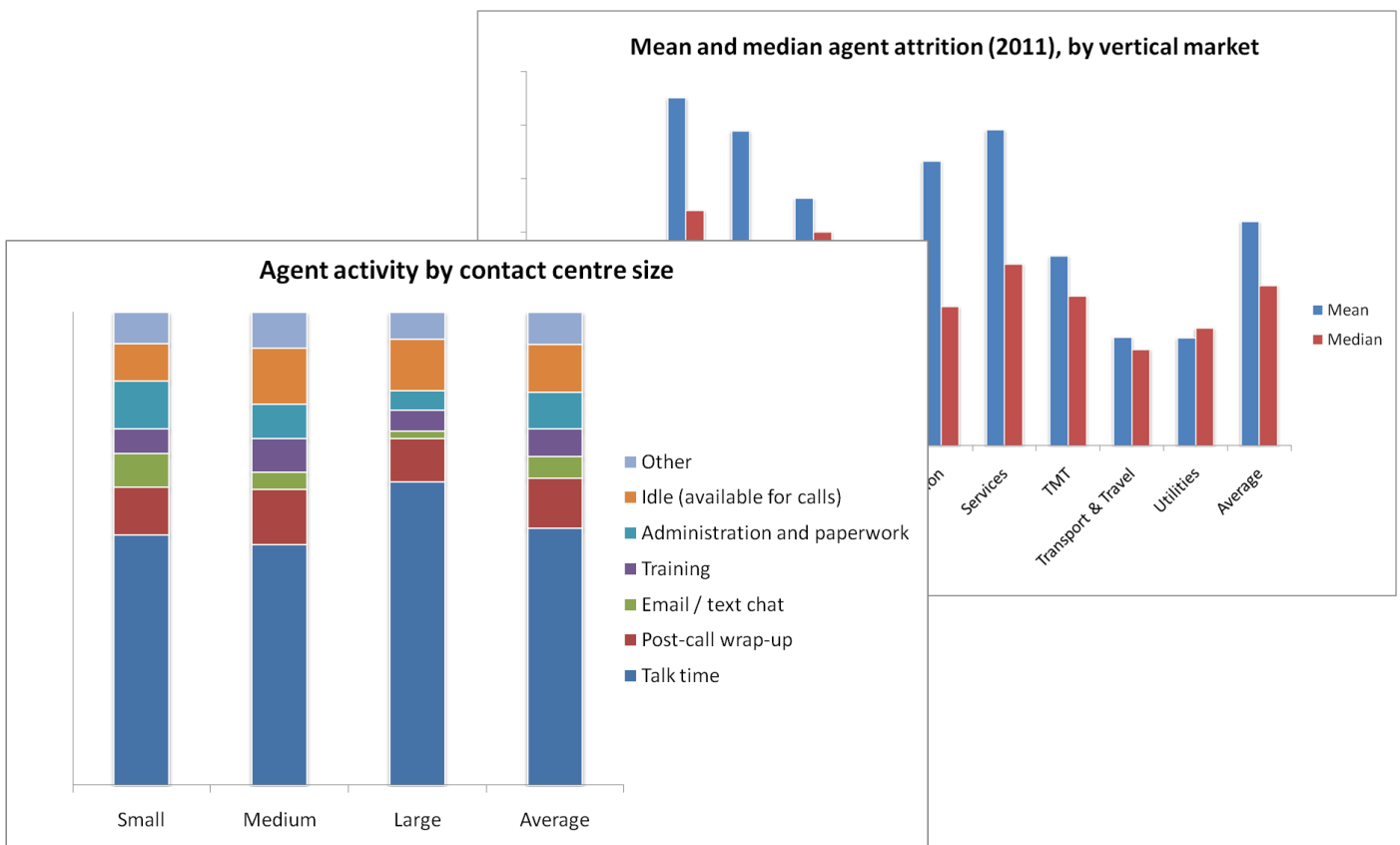




THE UK CONTACT CENTRE HR & OPERATIONAL BENCHMARKING SURVEY (2011) 1st edition

How do you compare to your competitors?



- Benchmark your contact centre's HR: salary, bonuses, attrition, absence, recruitment, training
- Benchmark your contact centre's performance: speed to answer, cost per call, first-call resolution, call abandonment, call duration, call transfer rate, target service level, agent occupancy
- Segmented by 11 vertical markets and 3 size bands as well as region, activity and type, plus historical trends
 - Based on hundreds of interviews with UK contact centres

What can I gain from reading this report?

A new report, “**The UK Contact Centre HR & Operational Benchmarking Survey**”, provides the most up-to-date and accurate picture of the HR and performance benchmarks that the UK contact centre industry is achieving.

With **dozens of charts and data tables**, “**The HR & Operational Benchmarking Survey**” provides hard data about the metrics by which contact centres are judged to succeed or fail. Data are **segmented by 11 vertical markets, 3 contact centre size bands, and activity type, inbound/outbound split and region where relevant** to give you the fullest and most accurate view of how your operation compares to others like it, plus historical data and future trends.

Vertical markets covered:

- ❖ Finance
- ❖ Housing
- ❖ Insurance
- ❖ Manufacturing
- ❖ Outsourcing
- ❖ Public Sector
- ❖ Retail & Distribution
- ❖ Services
- ❖ Technology, Media and Telecoms (TMT)
- ❖ Transport & Travel
- ❖ Utilities

Size bands:

- ❖ Under 50 seats (small)
- ❖ 50-200 seats (medium)
- ❖ Over 200 seats (large)

Activity types:

- ❖ Inbound
- ❖ Mixed
- ❖ Outbound

and

- ❖ Service
- ❖ Mixed
- ❖ Sales

The report also compares this year's findings with historical data going back until 2003, to identify key patterns in the industry, and to describe how operational and HR benchmarks may look in future years.

The report is divided into 7 sections:

HR - Salaries and Bonuses

- ❖ Mean and median average salaries for
 - New agents
 - Experienced agents
 - Team Leaders / Supervisors
 - Contact Centre Managers
- ❖ Segmented by
 - contact centre size bands
 - vertical market
 - region
 - activity type
 - inbound/outbound
- ❖ Typical bonuses for service and sales agents
- ❖ Historical trends included

HR - Agent Attrition

- ❖ By vertical market
- ❖ By contact centre size
- ❖ By region
- ❖ By activity type
- ❖ By inbound / outbound
- ❖ Includes historical data and future trends

HR - Agent Absence

- ❖ By vertical market
- ❖ By contact centre size
- ❖ By region
- ❖ By activity type
- ❖ By inbound / outbound
- ❖ Includes historical data and future trends

HR - Training

- ❖ Time to full agent productivity
- ❖ Per-head cost of induction course
- ❖ Ongoing training programmes
- ❖ Coaching time
- ❖ Lectures
- ❖ Per-head cost of ongoing training
- ❖ Supervisors' coaching and development

HR - Recruitment and Retention

- ❖ Effectiveness of recruitment methods
- ❖ Agent recruitment purpose (growth/replacement)
- ❖ Cost of agent recruitment
- ❖ Effectiveness of agent retention methods

Operations - Key Performance Indicators

- ❖ Average speed to answer
- ❖ Call abandonment rates
- ❖ First-call resolution rates
- ❖ Service call duration
- ❖ Sales call duration
- ❖ Call transfer rate
- ❖ Agent activity (occupancy / idle / wrap-up etc)

Segmented by:

- ❖ Vertical market
- ❖ Contact centre size
- ❖ Contact centre activity type
- ❖ PLUS historical data and future trends

- ❖ Target service levels by vertical market and size
- ❖ Cost per inbound call
- ❖ Cost per outbound call

- ❖ The relative use and importance of contact centre performance metrics
- ❖ The best ways to measure first-call resolution

Operations - Budgets

- ❖ Proportion of operating budget spent on:
 - Agent salaries
 - Other salaries
 - Rent
 - Utilities and local taxes
 - IT maintenance
 - Training
 - Recruitment
 - Telecoms

- ❖ Changes in operating expenditure (Opex) in past 12 months
- ❖ Planned changes in Opex in next 12 months
- ❖ Changes in capital expenditure (Capex) in past 12 months
- ❖ Planned changes in Capex in next 12 months

Who is ContactBabel?

Founded in 2000, ContactBabel is the contact centre industry research expert. If you have a question about how the industry works, or where it's heading, the chances are we have the answer.

We have carry out detailed interviews with thousands of UK contact centres and have an unrivalled store of hard data to draw upon. Our conclusions are based on facts.

Based on in-depth, confidential interviews with 208 UK contact centres, **"The UK Contact Centre HR & Operational Benchmark Survey"** is available in soft-copy **PDF** format.

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How much does the report cost and how do I purchase it?

"The UK Contact Centre HR & Operational Benchmark Survey" costs £295 + VAT

- ❖ Please call us on **01740 629835** to pay by credit or debit card.

- ❖ Alternatively, fill in the form on the back page, and email, post or fax it to us.

- ❖ You can email us on info@contactbabel.com if you prefer.

FREE BONUS REPORT

Purchasers of "The UK Contact Centre HR & Operational Benchmark Survey" will also be sent a free PDF copy of "The UK Contact Centre Decision-Makers' Guide", the largest in-depth primary research survey of UK contact centres available.

Containing 300 pages and 134 charts and tables, the [**UK Contact Centre Decision-Makers' Guide**](#) looks in depth at the commercial and operational pressures on contact centres in order to offer solutions to improve performance and customer experience, and manage costs.

The UK Contact Centre HR & Operational Benchmark Survey

Order Form

I would like to order

The UK Contact Centre HR & Operational Benchmark Survey (PDF format) - £295.00 + VAT (where applicable)

plus a copy of the UK Contact Centre Decision-Makers' Guide (2011 - 9th edition) - free

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